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A scientific event to support the culture of scientific research among students

The College of Business, in collaboration with the Deanship of Student Affairs, successfully organized the Scientific Research Day, at Abu Dhabi Campus. The event aimed to highlight student achievements in academic research and to foster a culture of inquiry and innovation within the university community.

Led by distinguished faculty members and the event featured research presentations from students enrolled in the Scientific Research Methodology, Human Resource Management, and Marketing courses (Arabic and English sections). The student projects covered a wide range of business-related topics and reflected critical thinking, creativity, and strong academic foundations.

A special highlight of the event was the presence of guest speaker Ms. Hend Al Zabi from the National Library and Archives, who spoke about the importance of research in national

development. In addition, Ms. Amina, Business Manager for the UAE and Pakistan at Emerald Group Publishing Ltd., assessed the academic quality of the student projects and provided professional feedback to guide students toward potential publication opportunities.

[Press Release Link](#)